CLAIMS

1.   A method for presenting content comprising:

recording a user behavior used in a first application;

associating the user behavior with content and a second application; and

targeting a user with the associated user behavior and content in a

presentation associated with the second application.

2.   A method for presenting content as recited in claim 1 wherein recording a user

behavior used in a first application includes saving a search term.

3.   A method for presenting content as recited in claim 1 wherein recording a user

behavior used in a first application includes recording an action.

4.   A method for presenting content as recited in claim 1 wherein recording a user

behavior used in a first application includes recording a characteristic.

5.   A method for presenting content as recited in claim 1 wherein recording a user

behavior used in a first application includes recording a user interest.

6.   A method for presenting content as recited in claim 1 wherein recording a user

behavior used in a first application includes saving a result.

7.   A method for presenting content as recited in claim 1 wherein associating the user behavior with the content further includes integrating the content with a result.

8.   A method for presenting content as recited in claim 1 wherein associating the user behavior with the content further includes integrating the content with the second application.

9.   A method for presenting content as recited in claim 1 wherein targeting a user with the associated user behavior and content in a presentation associated with the second application further includes displaying the content integrated with the second application.

10.   A method for presenting content as recited in claim 1 wherein targeting a user with the associated user behavior and content in a presentation associated with the second application further includes displaying the content as a transient message integrated with the second application.

11.   A method for presenting content as recited in claim 1 wherein targeting a user with the associated user behavior and content in a presentation associated with the second application further includes displaying the content integrated with a theme of the second application.

12.   A method for presenting sponsored content comprising:

saving a term used in a first application to produce a key;

mapping the key to the sponsored content;

integrating the mapped key and sponsored content with a second

application; and

rendering the integrated mapped key and sponsored content in a second

application.

13.   A method for presenting a sponsored content, comprising:

saving a term used in a first application to produce a sponsored search

result;

returning the sponsored search result to the first application;

integrating the sponsored search result with content in a second

application; and

rendering the integrated sponsored search result with content in the second

application.

14.   A system for presenting content comprising:

a memory configured to record a user behavior used in a first application;

a processor configured to associate the user behavior with content and a

second application; and

a presentation configured to target a user with the associated user behavior

and content in a presentation associated with the second application.

15. A data signal embodied in a carrier wave comprising:

        instructions for recording a user behavior used in a first application;

        instructions for associating the user behavior with content and a second

5   application; and

        instructions for targeting a user with the associated user behavior and

content in a presentation associated with the second application.

16. A computer program product for presenting content, the computer program

10   product being embodied in a computer readable medium and comprising computer

instructions for:

        recording a user behavior used in a first application;

        associating the user behavior with content and a second application; and

        targeting a user with the associated user behavior and content in a

15   presentation associated with the second application.